

SPRING & SUMMER

Penneys®

1977

NEW slants on "value" and
how to test it for yourself

NEW fashion designs from
mary quant and victoire

NEW answers to problems
of size-n-fit in clothing

NEW furniture that's made of
bean bags, blocks, balloons

NEW outdoor fun in boats
and bikes and buggies

NEW ways to fence in
and to camp out

NEW find-it-fast
index on page 467

Shop by Phone

Penneys Catalog Center Phone No.

SHOP BY PHONE

235-5502

J. C. PENNEY CO., INC.



Swinging out in a knitted jumpsuit



A

B

Junior, Average, and Tall Misses Sizes

A NAVY WITH WHITE ICING for our free-moving style. Fashioned in acetate knit and bonded to acetate tricot so it keeps its great shape. Pull-ring on zip-front closing. Long white nylon zipper. Pretend pockets. Dry clean. *State size below.*

Juniors: 7, 9, 11, 13, 15.
A 223-5752 B—Wt. 1.50 lbs.. 17.00
Average Misses: 10, 12, 14, 16, 18.
A 223-5760 B—Wt. 1.50 lbs.. 17.00
Tall Misses: 12, 14, 16, 18, 20.
A 223-6610 B—Wt. 1.50 lbs.. 18.00

B TURQUOISE WITH WHITE ICING for our smartly styled jumpsuit. Fashioned in easy-care, long-wearing Dacron® polyester double knit. Deep V-neckline. Wide insert band at fitted waist. Long sleeves with wide, buttoned cuffs. Soutache braid trim. Hand wash. Charge it—see page 503. *State size below.*

Juniors: 7, 9, 11, 13, 15.
A 223-5562 B—Wt. 2.70 lbs.. 25.00
Average Misses: 10, 12, 14, 16, 18.
A 223-5570 B—Wt. 2.70 lbs.. 25.00
Tall Misses: 12, 14, 16, 18, 20.
A 223-6602 B—Wt. 2.70 lbs.. 26.00

C TUNIC AND PANTS in a beautiful pairing. Fashioned in Dacron® polyester double knit. Tunic in multicolor screen print predominantly pink. Note extra-long points on collar. Long nylon zipper for front closing. Tie belt. Tunic comes in dress length—can be bought separately. White pants are elasticized at waist for ideal fit. Hand wash. *State size below.*

Juniors: 7, 9, 11, 13, 15.
A 223-5497 B—Wt. 1.70 lbs.. 26.00
Avg. Misses: 10, 12, 14, 16, 18, 20.
A 223-5513 B—Wt. 1.70 lbs.. 26.00
Tall Misses: 12, 14, 16, 18, 20.
A 223-6487 B—Wt. 1.70 lbs.. 27.00

TUNIC DRESS. Same as tunic above, but in dress length.

Juniors: 7, 9, 11, 13, 15.
A 223-6461 B—Wt. 1.40 lbs.. 22.00
Avg. Misses: 10, 12, 14, 16, 18, 20.
A 223-6479 B—Wt. 1.40 lbs.. 22.00
Tall Misses: 12, 14, 16, 18, 20.
A 223-6578 B—Wt. 1.40 lbs.. 23.00

D BUSH-STYLE DRESS in a great fabric—Dacron® polyester double knit! Our shirt-shift is styled with pointed collar, tab trim on bodice, flap-trimmed patch pockets on skirt. Long cuffed sleeves. Full front-button closing. Buckle belt. Contrast stitching. Hem: 2 in. or more. Hand wash. *State size below.*
Colors: 78 white/navy blue; 37 navy blue/white. *State color number-and-name when ordering.*

Juniors: 7, 9, 11, 13, 15.
A 223-5554 D—Wt. 1.50 lbs. 20.00
Misses: 10, 12, 14, 16, 18.
A 223-5547 D—Wt. 1.50 lbs.. 20.00

Handbag sold on page 62.

See How-To-Measure on pages 482, 483.

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The Shoe—important to the complete look

LACED-UP SUEDE FLATS—so right with today's peasant-look fashions. Grosgrain ribbon laces tie 'round the leg in any way you choose. Soft suede leather uppers. Composition outsoles and heels. Colorful print lining. B (medium) width. *Sizes:* 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. *State size.* Mail. wt. 1.20 lbs.
A 602-7114 B—Red
A 602-7148 B—Deep blue.....Pr. 7.94

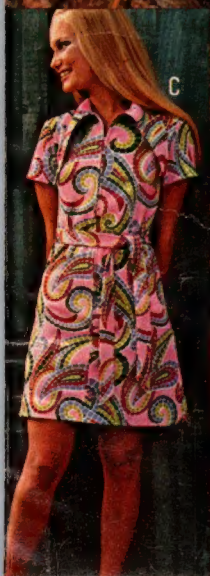


*IT'S
YOU*

Textured
Dacron® Polyester
Double Knits...
in high style

C
Also Tall
Misses

D



*IT'S
YOU*





It all comes together in red, white, and blue with our fabulous wardrobe and accessories

Three parts in beautiful bark-textured cotton double knit . . . shown at left and also pictured on the cover

NAVY BLUE COAT: long and lean. Full-length button front has shiny buttons for fashion accent. Patch pockets. Self belt. Hem: 2 in. or more.

RED/WHITE/NAVY BLUE STRIPED TUNIC: Sleek and comfortable. T-shirt styling. Long nylon zipper at back. Hem: 2 in. or more.

WHITE PANTS: Slim, straight lines. Elasticized waist for smooth, figure-flattering fit. Wide matching belt with shiny buckle. Hand wash all parts. Charge it—see page 503.

3-PC. SET. Coat+Tunic+Pants.
Juniors: 7, 9, 11, 13, 15. State size.
A 223-5414 B—Wt. 3 lbs. 28.00

Misses: 10, 12, 14, 16, 18. State size.
A 223-5398 B—Wt. 3 lbs. 28.00

2-PC. SET. Tunic+Pants.
Juniors: 7, 9, 11, 13, 15. State size.
A 223-6248 B—Wt. 1.70 lbs. 18.00

Misses: 10, 12, 14, 16, 18. State size.
A 223-6222 B—Wt. 1.70 lbs. 18.00

Great basic accents shown above in go-with-everything colors—wear with the wardrobe on this page or with any of our fashions on the following pages

PRESTYLED COLOR-MATCHED SYNTHETIC WIG. Fashioned of modacrylic fibers. Stretches to fit any head size. Styled with bangs and tapered back. Can be worn curly or straight. Machine-sewn to elasticized cotton net base. Polystyrene foam head form, vinyl carrying case included. Comes color-matched to the hair sample you send us—be sure to see How-To-Order information on page 183.

A 107-0911 FH—We pay postage 19.00

TAILORED HANDBAG OF CRUSHED PATENT EXPANDED VINYL. Adjustable shoulder strap. Gold-tone metal frame and trim. 8½ in. x 3 in. x 9½ in. Colors: 15 oyster white; 03 red. State color number-and-name.

A 103-1160 C—Mailing weight 1.70 lbs. 5.88

GHILLIE-STYLE SHOES COMBINE FASHION WITH COMFORT. Fashioned in a very current python-print on crinkle patent leather. Composition outsoles. 1-in. covered heels. B (medium) width. Mail. wt. 1.60 lbs. Sizes: 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. State size.

A 602-7189 B—Red A 602-7177 B—Bone Pr. 11.94

MACHINE-WASHABLE PRINT SCARF IN TREVIRA® POLYESTER. Our easy-care accessory has the look and feel of silk. Hand-rolled edges. 27-in. square. In red/white/blue.

A 101-0271 A—Mailing weight 0.40 lb. 5.00

See How-To-Measure for shoes on page 485.

ACCESSORIES:
"Dog-collar" necklace
sold on page 4.
Bracelet on page 52.

BUY IT NOW AND CHARGE IT—SEE PAGE 503

Pennys 3B

*It's a Winner...
alone or paired!*

Buy either way—
as pants suit
or dress

A
Average and
Tall Misses

Shown on this page:

Celanese® Fortrel®
polyester double knit
keeps its shape, resists wrinkles.
Easy care, too . . . just toss in the
washing machine, tumble dry—
little or no ironing.

A HEAD FOR TOWN OR COUNTRY in our smart pants outfit. Tailored A-line pullover tunic-dress has small contrast-edged wing collar. Contrast repeated on button placket. Shirt-type buttons. Self belt has covered buckle. Wear belted, or loose and casual. Pants have slightly flared legs. Elasticized waist for smooth fit. Colors: 39 lilac; 52 beige. State color number-and-name when ordering.

2-Pc. Pants Suit.

Avg. Misses: 8, 10, 12, 14, 16, 18. State size.

♦AA 265-3772 D—Mailing weight 2 lbs. . . . 29.90

Tall Misses: 12, 14, 16, 18, 20. State size.

♦AA 265-3962 D—Mailing weight 2.50 lbs. . . 31.90

Tunic-Dress.

Avg. Misses: 8, 10, 12, 14, 16, 18. State size.

♦AA 265-4002 D—Mailing weight 1 lb. . . . 17.90

Tall Misses: 12, 14, 16, 18, 20. State size.

♦AA 265-4010 D—Mailing weight 1.20 lbs. . 18.90

Shoes sold on page 38; scarf on facing page.

Shown on facing page:

Beautiful bouclé texture in cotton, linen, and acetate—a superior blend designed to flatter the figure, retain shape, elude wrinkles, and minimize care. Hand wash in cold water.

B HEAD FOR A SPRING "HAPPENING" in our really great sweater and pants outfit. Mock-turtleneck pullover slips on so easily via industrial-type front zipper. Cuffed straight-leg pants have elasticized waist for smooth fit.

Avg. Junior/Misses: S (5/6-7/8), M (9/10-11/12), L (13/14-15/16). State S, M, or L—not number size.
A 223-6636 B—Mailing weight 3.10 lbs. . . . 18.00

Tall Junior/Misses: S (5/6-7/8), M (9/10-11/12), L (13/14-15/16). State S, M, or L—not number size.
A 223-6628 B—Mailing weight 3.10 lbs. . . . 19.00

See How-To-Measure on pages 482, 483.

CHARGE IT —SEE PAGE 503



*IT'S
YOU*

Essence of Chic

Clingy sweater-knit
pants suit in oatmeal
nubby-textured
bouclé knit

B
Average and Tall
Junior/Misses



That little extra touch makes perfection

OUR COLORFUL PRINT SCARF is so pretty it could become the main event! In Trevira® polyester with the look of silk. Distinctive oblong shape; 14 x 72 in. long. In blue/gold/yellow/white print. Machine wash. Mail. wt. 0.40 lbs.

A 101-0891 A..... 8.00

Shoes sold on page
3B; bracelet on p. 52.

Pennys 3D

The natural look...

*IT'S
YOU*



...fluid, easy moving!



Our styles are made without foundation tailoring to create the completely natural look

Junior and Misses Sizes

A THE BARE BACK TRIUMPHS in a style designed to give you body-hugging, natural comfort. Our dramatic tunic and slightly flared pants are fashioned in a luxurious, uncrushable knit of Arnel® triacetate plus nylon. Has the sheen of silk. Tunic ties at neckline with drawstrings. Raised-waist styling gathered in front, elasticized in back. Pants elasticized at waist for perfect fit. Hand wash. Mail. wt. 1.40 lbs. Charge it—see page 503. State size below.
Colors: 01 pink; 34 lt. blue. State color number-and-name.

Juniors: 7, 9, 11, 13, 15.
♦AA 223-6651 D..... 22.00
Misses: 8, 10, 12, 14, 16.
♦AA 223-6644 D..... 22.00

B GAUCHO-STYLE JUMPSUIT WITH DEEPLY PLUNGING LACED BODICE. Our up-to-the-minute design is fashioned in navy blue double-knit acetate. Note the turned-back sleeve cuffs. Wide, white plastic belt runs through loops at lowered waist. Hem: 2 in. or more. Dry clean. Mail. wt. 2 lbs. State size below.

Junior Sizes: 7, 9, 11, 13, 15.
A 223-6669 B..... 20.00
Misses Sizes: 10, 12, 14, 16, 18.
A 223-6677 B..... 20.00

C LONG, LONG LEAN STYLING FOR OUR BEAUTIFUL BARE-BACK DESIGN. Fashioned in acetate-and-nylon crepe print with wide border print. Halter-top with deeply plunging neckline. 2-button back closing. Empire waistline is elasticized at the back. Hem: 2 in. or more. Hand wash. Red print. Mail. wt. 1.40 lbs. State size below.

Junior Sizes: 7, 9, 11, 13, 15.
A 223-6693 B..... 16.00
Misses Sizes: 8, 10, 12, 14, 16.
A 223-6701 B..... 16.00

♦ See page 496 for explanation.

See How-To-Measure on pages 482, 483.

CHARGE IT
—SEE PAGE 503



Circle your neck in style!

SLINKY DOG COLLAR to wear as neck jewelry or hairband. In gold-tone metal with rayon-acetate velvet ribbon. Black grosgrain ribbon ties.

Colors: 03 red; 37 navy blue; 01 pink; 35 blue. State color number-and-name when ordering.

A 109-2865 C—Mail. wt. 0.40 lb.... 3.00

Shoes sold on page 2.

Boots sold on page 129.

Bracelet sold on page 52.

Washable Spring Knits! In Arnel® jersey or Dacron® double knit

Junior and Misses Sizes

A **DRAMATIC COATDRESS** tailored to perfection. Fashioned in Dacron® polyester double knit. Full front button closing. Insert waistband with side tie sash. Gored skirt with front unpressed pleats. Long cuffed sleeves. Hem: 2 in. or more. Hand wash. Charge it—see page 503. Mail. wt. 1.70 lbs. *State size below.*
Colors: 17 yellow; 37 navy blue. *State color number-and-name.*
Juniors: 7, 9, 11, 13, 15.
A 223-5448 D..... 20.99
Misses:* 10, 12, 14, 16, 18.
A 223-5422 D..... 20.99

B **GLAMOROUS SCARF ACCENT** adds a youthful flair to our printed shift. Fashioned in Arnel® triacetate jersey knit—fully lined in acetate taffeta. Matching fringed scarf. Jewel neckline. Long nylon zipper at back. Hem: 2 in. or more. Hand wash. In predominantly yellow print. Mail. wt. 1.40 lbs. *State size below.*
A 223-5471 B—Juniors: 7, 9, 11, 13, 15..... 16.99
A 223-5489 B—Misses:* 10, 12, 14, 16, 18..... 16.99

C **EMBROIDERED SHIFT** in an elegantly simple design. Fashioned in Dacron® polyester double knit. Embroidery forms bib shape on jewel-neck bodice. Long nylon zipper at back. Hem: 2 in. or more. Hand wash. In pink. Mail. wt. 1.20 lbs. *State size below.*
Junior Sizes: 7, 9, 11, 13, 15.
A 223-5778 B..... 13.99
Misses Sizes:* 10, 12, 14, 16, 18.
A 223-5786 B..... 13.99

D **BOUFFANT SKIRT AND FITTED BAND** at waistline create a really feminine design. In Arnel® triacetate jersey knit. All white with decorative buttons and contrast stitching in vivid red. Slit neckline. Long button-cuffed sleeves. Hem: 2 in. or more. Hand wash. Mail. wt. 1.60 lbs. *State size below.*
Junior Sizes: 7, 9, 11, 13, 15.
A 223-5653 B..... 13.99
Misses Sizes:* 10, 12, 14, 16, 18.
A 223-5661 B..... 13.99

E **DRESS AND COAT ENSEMBLE** for a lovely fashion duo. Predominantly cranberry print on Arnel® triacetate jersey knit. Sleeveless coat with shoestring-tie closing. Scoop-neck shift with short sleeves. Long zipper at back. Hems: 2 in. or more. Hand wash. Mail. wt. 1.20 lbs. *State size below.*
Juniors: 7, 9, 11, 13, 15.
A 223-5588 B..... 16.99
Misses:* 10, 12, 14, 16, 18.
A 223-5596 B..... 16.99

*Misses proportionately longer than Junior Size pictured.

Accessories: Shoes sold on page 144. Bracelet sold on page 52.

See How-To-Measure on pp. 482, 483.

CHARGE IT — SEE PAGE 503



IT'S
YOU

The right accessory completes your costume

EXOTIC SHOULDER BAG in cotton velveteen with gleaming gold-tone metallic braid. Lined in rayon faille. Top zipper closing. Measures 11x1x10 in. high.

Colors: 30 turquoise; 03 red. State color number-and-name.

A 103-1137 C—Mail. wt. 1.60 lbs. 5.95



Dog-collar on Fig. C sold on page 4;
choker on Fig. E sold on page 31.

Penney's

Dacron® polyester
double knits...
go to town!

IT'S
YOU



B



A
Also
Tall Misses

Junior and Misses Sizes

A PERMANENT PLEATS delightfully whirl 'round the skirt of a very feminine design. Pointed collar above a row of decorative buttons with loop trim. V-neckline. Long nylon zipper at back. Self-tie belt. Hand wash.

Colors: 24 mint green; 37 navy blue. State color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size.

A 223-5869 D—Mail. wt. 1.40 lbs. 15.99

Average Misses: * 10, 12, 14, 16, 18. State size.

A 223-5885 D—Mail. wt. 1.40 lbs. 15.99

Tall Misses: 12, 14, 16, 18, 20. State size.

A 223-5810 D—Mail. wt. 1.40 lbs. 16.99

B EMBROIDERED DAISIES trim bateau neckline and edges of little puffed sleeves of our smart shift. The look is simple and young. Long nylon zipper at back. Hem: 2 in. or more. Hand wash. Colors: 17 yellow; 01 pink. State color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size.

A 223-5794 D—Wt. 1.50 lbs. 14.99

Misses: * 10, 12, 14, 16, 18. State size.

A 223-5802 D—Wt. 1.50 lbs. 14.99

*Average Misses Sizes proportionately longer than Junior Size pictured. See How-To-Measure on pages 482, 483.

Great fashion from the bottom up with the right pair of shoes

DRAWSTRING PUMP stands out on the spring fashion scene.

White patent leather uppers. Fully lined in acetate

tricot for comfortable fit. Leather outsoles. $\frac{3}{4}$ -in.

gold-tone vinyl-covered heels. B (medium) width.

Sizes: 5, $5\frac{1}{2}$, 6, $6\frac{1}{2}$, 7, $7\frac{1}{2}$, 8, $8\frac{1}{2}$, 9, $9\frac{1}{2}$, 10. State size.

A 602-6793 B—Mail. wt. 1.50 lbs. Pr. 7.94

Hat sold on page 33,
necklace on page 31.

CHARGE IT
—SEE PAGE 503

8 Pennneys





Also
Petite
Misses

C TUNIC AND PANTS COMBINE for one great look. In Dacron® polyester double knit. Our flared tunic is embroidery-trimmed at the stand-up collar and tie belt. Matching straight-leg pants are tailored with waistband and side zipper. Hand wash. Mail. wt. 1.90 lbs. State size below. Colors: 07 coral; 24 mint green. State color number-and-name.
A 223-5828 D—Juniors: 7, 9, 11, 13, 15..... 17.99
A 223-6529 D—Petite Misses: 8, 10, 12, 14, 16..... 17.99
A 223-5836 D—Average Misses: 10, 12, 14, 16, 18..... 17.99

D TWO-PART FASHION in Dacron® polyester ottoman-rib double knit. Shirt-style top with pullover button-front closing. Swinging skirt tailored with gores for feminine sweep. Elasticized waist for perfect fit. Hand wash. In blue with white trim.
Junior Sizes: 7, 9, 11, 13, 15. State size.
A 223-5844 B—Mail. wt. 1.90 lbs..... 14.99
Misses Sizes: * 10, 12, 14, 16, 18. State size.
A 223-5851 B—Mail. wt. 1.90 lbs..... 14.99

E POPULAR SHIRT-STYLE in Dacron® polyester double-knit crepe-stitch. Pullover style with button-trimmed tabs on bodice, buckle-trimmed tab at waist. Hem: 2 in. or more. Hand wash. Colors: 01 pink; 17 yellow. State color number-and-name when ordering.
Junior Sizes: 7, 9, 11, 13, 15. State size.
A 223-6537 D—Mail. wt. 1.20 lbs..... 15.99
Misses Sizes: * 10, 12, 14, 16, 18. State size.
A 223-6545 D—Mail. wt. 1.20 lbs..... 15.99

*Misses proportionately longer than Junior Size pictured.
Wrist watch sold on p. 94.

*IT'S
YOU*

**Give
the Value
Test** TO PENNEYS
4-PC. WARDROBE

COMPARE BEFORE YOU BUY

- ✓ Multiple fashion (four separate parts) lets you vary the length and create FIVE different looks
- ✓ Shape-sure and beautifully structured is a lightweight bonded knit
- ✓ Extra care in the tailoring details—lacy braid and flap-pocket trim, non-sag nylon zipper, 2½-in. hems, and smooth-fitting elasticized waists
- ✓ Spring-right colors . . . choose sunny yellow or crisp blue
- ✓ Lots of sizes—comes in Juniors, Average, and Tall Misses sizes
- ✓ And priced at only **\$19.99** and **\$20.99**

AN INVITATION TO CREATIVE MIXING. Acetate-and-nylon knit bonded to acetate. Jumper has button-front. Jabot-style blouse, in Fortrel® polyester and Avril® rayon, has zipper back. Blouse is machine washable; dry clean all other parts.

Colors: 17 yellow; 34 lt. blue. State color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size.

A 223-5604 D—Wt. 3 lbs. . . 19.99

Average Misses: * 10, 12, 14, 16, 18. State size.

A 223-5612 D—Wt. 3 lbs. . . 19.99

Tall Misses: * 12, 14, 16, 18, 20. State size.

A 223-5620 D—Wt. 3 lbs. . . 20.99

See How-To-Measure on pages 482, 483.

*Misses Sizes proportionately longer than Junior Size pictured.

Charge it—see page 503.



A
Also Tall
Misses



C

D

Juniors and Misses Sizes

A SCREEN-PRINTED PANTS SUIT in soft acetate jersey knit. Pullover dress can be worn alone. Self tie belt. Hem: 2½ in. Pants have elasticized waist. Dry clean. In red/white. State size below. Mail. wt. 1.50 lbs.

A 223-5737 B—Juniors: 7, 9, 11, 13, 15..... 15.99

A 223-5745 B—Average Misses: 10, 12, 14, 16, 18..... 15.99

A 223-6586 B—Tall Misses: 12, 14, 16, 18, 20..... 16.99

B SCHIFFLI-EMBROIDERED BAND above permanently pleated skirt on our Dacron® polyester-cotton voile dress. Self lined (except sleeves). Long back zipper. Hand wash. State size below. Mail. wt. 1.20 lbs.

Colors: 37 navy blue; 11 orange. State color number-and-name.

A 223-2940 D—Juniors: 7, 9, 11, 13, 15..... 11.99

A 223-2957 D—Misses: * 10, 12, 14, 16, 18..... 11.99

C NAVY PRINT TUNIC AND WHITE PANTS in crisp cotton piqué. Tunic top accented with white cording. Long back zipper. Hem: 2½ in. Straight-leg pants have elasticized waist. Hand wash. State size below. Mail. wt. 1.75 lbs.

A 223-5638 B—Juniors: 7, 9, 11, 13, 15..... 14.99

A 223-5646 B—Misses: 10, 12, 14, 16, 18..... 14.99

D DOTS WITH DASH on our suit dress in soft Arnel® triacetate jersey knit. Contrast trim on button-front, peplum-style jacket. Gored A-line skirt has elasticized waist. Hand wash. In red/white. State size below. Mail. wt. 2 lbs.

A 223-5679 B—Juniors: 7, 9, 11, 13, 15..... 14.99

A 223-5687 B—Misses: * 10, 12, 14, 16, 18..... 14.99

Handbag (Fig. B) sold on page 6. Sandals sold on page 269.

*Misses Sizes proportionately longer than Junior Size pictured.

A TUNIC AND PANTS SET tailored to perfection! Fashioned in cotton knit. Short-sleeve tunic sports pointed collar, raised waist, button-sparked bodice, and tab trim. Long zipper at back. Hem: 2 in. or more. Ribbed flare-leg pants have elasticized waist for good fit. Hand wash. State size below.

Colors: 34 lt. blue; 52 beige. State color number-and-name.

Junior Sizes: 7, 9, 11, 13, 15.

A 222-7841 D—Wt. 2.25 lbs.13.99

Petite Misses Sizes: 8, 10, 12, 14, 16.

A 222-7866 D—Wt. 2.25 lbs.13.99

Average Misses Sizes: 10, 12, 14, 16, 18.

A 222-7858 D—Wt. 2.25 lbs.13.99

Tall Misses Sizes: 12, 14, 16, 18, 20.

A 222-7874 D—Wt. 2.25 lbs.14.99

Perfect little sling-back

B TABS AND "NAILHEAD" TRIM on vamp accents perky sling-back sandal. Leather uppers. Padded insoles for added comfort. Composition outsoles. 1¼-in. stacked heels. From Italy. B medium width. Mail. wt. 1.25 lbs.

Sizes: 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. State size when ordering.

A 603-0423 B—White

A 603-0449 B—Honey tan..... Pr. 6.94

Delightful cotton knit tunic plus pants

In Junior and Proportioned
Misses Sizes

IT'S YOU



Always news worthy: Black & White

A POLKA-DOT LONG TIE ACCENT for a great design. In acetate knit bonded to smooth acetate. Tastefully piped at graceful collar and at low-slung pockets. A-line shaping with front button closing. Hem: 2 in. or more. Dry clean. In black/white. State size below.

Junior Sizes: 7, 9, 11, 13, 15.

A 222-8377 B—Wt. 1.40 lbs.12.99

Misses Sizes:* 10, 12, 14, 16, 18.

A 222-8401 B—Wt. 1.40 lbs.12.99

B GEOMETRICALLY RIGHT—our lively printed design in Arnel® triacetate and Fortrel® polyester crepe. Feminine full-skirted fashion cinched at the waist with wide, laced band. Long nylon zipper at back. Hem: 2 in. or more. Hand wash. In black/white. State size below.

Junior Sizes: 7, 9, 11, 13, 15.

A 222-8575 B—Wt. 1.60 lbs.10.99

Misses Sizes:* 10, 12, 14, 16, 18.

A 222-8609 B—Wt. 1.60 lbs.10.99

C SWING-SKIRT SILHOUETTE in fabulous easy-to-care-for Dacron® polyester double-knit. Loop trim on striped braid collar and belt. Feel feminine and graceful in our charming yet simple design. Long nylon zipper at back. Hem: 2 in. or more. Machine washable. In white/black. State size below.

Junior Sizes: 7, 9, 11, 13, 15.

A 222-8211 B—Wt. 1.70 lbs.13.99

Misses Sizes:* 10, 12, 14, 16, 18.

A 222-8245 B—Wt. 1.70 lbs.13.99

*Misses proportionately longer than Junior Size pictured.

Where to find the accessories:

Hat shown on Fig. A sold on page 33.

Shoes shown on Fig. C sold on page 9. Falls and Wigs sold on pages 182, 183.

See How-To-Measure and proportioned size heights on pages 482, 483.



Machine-washable polyester double knits
look great with minimum care



C
Also Tall
Misses

Junior and Misses Sizes

A BODICE INTEREST in little flap pockets topped by tucking on our smart A-line shape. Long pointed collar at pullover-style neckline. Short sleeves. Eyelet-trimmed buckle belt. Hem: 2 in. or more. In gold. Mail. wt. 1.50 lbs. *State size below.*

Juniors: 7, 9, 11, 13, 15.
A 222-8179 B 13.99
Misses: * 10, 12, 14, 16, 18.
A 222-8203 B 13.99

*Misses proportionately longer
than Junior Size pictured.

B WHITE AND GREEN COMBINE on our bright two-tone fashion. Button-sparked white bodice tops green gored skirt. Divided by green snap-close belt. Long zipper at back. Hem: 2 in. or more. Mailing weight 1.50 lbs. *State size below.*

Juniors: 7, 9, 11, 13, 15.
A 222-8534 B 12.99
Misses: * 10, 12, 14, 16, 18.
A 222-8567 B 12.99

See How-To-Measure
on pages 482, 483.

C ZIPPER ACCENT on two real and one mock pocket of our front-buttoned step-in style. Dog-ear collar. Tab-trimmed short sleeves. Hem: 2 in. or more. Mailing weight 1.20 lbs. *State size below.* Colors: 07 coral; 33 lt. blue. *State color number-and-name when ordering.*

Juniors: 7, 9, 11, 13, 15.
A 222-8419 D 13.99
Avg. Misses: * 10, 12, 14, 16, 18.
A 222-8443 D 13.99
Tall Misses: 12, 14, 16, 18, 20.
A 222-8658 D 14.99



Double your money in
wardrobe value with
two-part styling

**Junior, Petite,
and Average
Misses Sizes**

A JACKET DRESS with a three-part look. In rayon with the look of linen. Elongated jacket sports print scarf pulled through shoulder epaulets. Low-pleated dress with print bodice. Long zipper at back. Dry clean. In pink. Mailing weight 2.50 lbs. State size below.

Juniors: 7, 9, 11, 13, 15.
A 222-8450 B. 13.99
Petite Misses: 8, 10, 12, 14, 16.
A 222-8773 B. 13.99
Average Misses: *10, 12, 14, 16, 18.
A 222-8484 B. 13.99

B DRESS AND PANTS in rayon with the look of linen. Two pockets adorn the white bodice. Navy skirt sashed in red/white/blue print. Wear dress for its own high fashion or with its partner. Hem: 2 in. or more. Flare-leg pants have side zipper. Dry clean. Mailing weight 2 lbs. State size below.

Juniors: 7, 9, 11, 13, 15.
A 222-8492 B. 13.99
Petite Misses: 8, 10, 12, 14, 16.
A 222-8807 B. 13.99
Average Misses: *10, 12, 14, 16, 18.
A 222-8526 B. 13.99

*Average Misses proportionately longer than Junior Size pictured.

See How-To-Measure
on pages 482, 483.

CHARGE IT
—SEE PAGE 503

Topping it off!

C CLOCHE-STYLE HAT in hand-crocheted viscose rayon. A bright complement to your spring wardrobe. One size fits all. Colors: 37 navy blue/white; 17 yellow/white; 03 red/white. State color number-and-name. A 107-0887 C—Wt. 1.20 lbs... 6.00

Accessories shown on facing page:
Handbag (Fig. A) sold on p. 144;
(Fig. C)—p. 9.
Shoes (Fig. A) sold on p. 12;
(Fig. C)—p. 9.
Wristwatch (Fig. B) sold on p. 94.

IT'S
YOU

Perfect
twosome

Great as
solos

Penney's 15



Junior and Misses Sizes

A SAFARI-STYLE PANTS SET. In beige rayon-and-flax with the look of linen. Tunic with squared-off dog-ear collar, 2 button-tabs, 2 patch pockets. Front button closing. Buckle belt. Straight-leg pants with side zipper. Hand wash. Scarf sold on page 3D.

Junior Sizes: 7, 9, 11, 13, 15. State size.

A 222-9573 B—Mail. wt. 2 lbs. 13.99

Misses Sizes: 10, 12, 14, 16, 18. State size.

A 222-9581 B—Mail. wt. 2 lbs. 13.99

B JUMPER AND BLOUSE COMBINATION. Beige rayon-and-flax with the look of linen fashions the jumper. Asymmetric button closing. Contrast stitching. 2 pockets. Hem: 2 in. or more. Multicolor paisley print blouse in polyester-and-cotton. Chain trim below dog-ear collar. Long sleeves elasticized at wrist. Back button closing. Hand wash both.

Junior Sizes: 7, 9, 11, 13, 15. State size.

A 222-9912 B—Mail. wt. 2.60 lbs. 11.99

Misses Sizes: * 10, 12, 14, 16, 18. State size.

A 222-9920 B—Mail. wt. 2.60 lbs. 11.99

C LOW PLEATS FORM FRONT PANEL for our cool little dress. In beige rayon-and-flax with the look of linen. Multicolor print bow below split collar. Long zipper at back. Hem: 2 in. or more. Hand wash.

Junior Sizes: 7, 9, 11, 13, 15. State size.

A 222-7825 B—Mail. wt. 1.90 lbs. 10.99

Misses Sizes: * 10, 12, 14, 16, 18. State size.

A 222-7833 B—Mail. wt. 1.90 lbs. 10.99

*Misses proportionately longer than Junior Size pictured.

The shoe that's got it!

D GENUINE COBRA PATCHES are hand-sewn on the vamp of our fashionable shoe. Bone-color uppers of crinkle patent leather. Lined in nylon tricot for extra comfort. Composition outsoles. 1½-in. stacked heels. Sizes: AA (narrow) width 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. B (medium) width 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10.

State size and AA or B width.

A 602-6819 E—Mail. wt. 2 lbs. Pr. 13.94



Junior and Misses Sizes

A COIN-DOT PATTERN for our acetate jersey knit. Stand-up collar above front zipper closing. Bodice boasts tiny pocket. Self tie sash. Hem: 2 in. or more. Dry clean. In white/red/navy print.

Junior Sizes: 7, 9, 11, 13, 15. State size.

A 222-8856 B—Mail. wt. 1.40 lbs. 10.99

Misses Sizes: * 10, 12, 14, 16, 18. State size.

A 222-8880 B—Mail. wt. 1.40 lbs. 10.99

B MIDI-VEST OVER JUMPSUIT for the current fashion scene. Acetate-and-nylon knit for smooth fit. Jumpsuit with contrast trim at V-neckline. Back zipper closing. Front-buttoned long vest can be worn alone as a dress. Hem: 2 in. or more. 2 sash tie belts in contrasting colors. Dry clean. In light blue/white trim.

Junior Sizes: 7, 9, 11, 13, 15. State size.

A 222-8898 B—Mail. wt. 2.90 lbs. 14.99

Misses Sizes: 10, 12, 14, 16, 18. State size.

A 222-8922 B—Mail. wt. 2.90 lbs. 14.99

C TUNIC AND PANTS in pink, banded in white for spring contrast. Acetate-and-nylon knit bonded to acetate to hold its lovely shape. Tunic with V-neckline, front button closing. Straight-leg pants with elasticized waist. Dry clean.

Junior Sizes: 7, 9, 11, 13, 15. State size.

A 222-8815 B—Mail. wt. 1 lb. 11.99

Misses Sizes: 10, 12, 14, 16, 18. State size.

A 222-8849 B—Mail. wt. 1 lb. 11.99

**Misses proportionately longer than Junior Size pictured.*

Where to find the accessories:

Cloche hat sold on p. 15; straw boater on p. 46.

Wristwatch sold on page 94.

Shoes sold on page 12.

See How-To-Measure on pages 482, 483.

IT'S YOU



IT'S YOU



Choice of 3 basic colors

PERT CASUAL HANDBAG in popular miniature styling. Smooth leather with double handles. Top zipper closure. Measures $7\frac{1}{4} \times 4\frac{1}{2}$ in. Colors: 56 taffy brown; 37 navy blue; 82 black. State color number-and-name.
A 103-0840 C—Mail. wt. 1.20 lbs.2.97

Where to find the accessories:
White sandals sold on page 12.
Falls and wigs sold on pages 182, 183.

Choose brown in touches or total

Junior and Misses Sizes

A TUNIC AND PANTS in acetate-and-nylon knit. Tunic designed with smocking at stand-up collar and shoulders. Elasticized waist with plastic patent belt. Long nylon zipper at back. Hem: 2 in. or more. Straight-leg pants with elasticized waist to insure perfect fit. Hand wash. In brown.

Junior Sizes: 7, 9, 11, 13, 15. State size.
A 222-8971 B—Mail. wt. 1.30 lbs.13.99

Misses Sizes: 10, 12, 14, 16, 18. State size.
A 222-9045 B—Mail. wt. 1.30 lbs.13.99

B DIRNDL STYLING created with bands of smocking at the waistline. In terry-like Arnel® triacetate knit. Scoop neckline. Long sleeves elasticized at wrists. Long nylon zipper at back. Hem: 2 in. or more. Machine washable. In brown/white/black stripes.

Junior Sizes: 7, 9, 11, 13, 15. State size.
A 222-9086 B—Mail. wt. 1.70 lbs.12.99

Misses Sizes: 10, 12, 14, 16, 18. State size.
A 222-9201 B—Mail. wt. 1.70 lbs.12.99

C BROWN BANDING down front and circling collar and pockets for beautiful contrast. Fashioned in rayon with the look of linen. Front zipper closing. Hem: 2 in. or more. Dry clean.

Junior Sizes: 7, 9, 11, 13, 15. State size.
A 222-8930 B—Mail. wt. 1.10 lbs.11.99

Misses Sizes: 10, 12, 14, 16, 18. State size.
A 222-8963 B—Mail. wt. 1.10 lbs.11.99

*Misses proportionately longer than
Junior Size pictured.

Highlighting stripes, contrast trim, and embroidery

Junior and Misses Sizes . . . some Tall Sizes, too

A HORIZONTAL STRIPES for our easy-care polyester knit. Pointed collar above front ball-button closing. Short sleeves. Waist elasticized and circled with rope tie belt. Hem: 2 in. or more. Machine washable.

Colors: 03 red/white; 53 brown/white. State color number-and-name.

Junior Sizes: 7, 9, 11, 13, 15. State size.

◆AA 222-9219 D—Mail. wt. 1.30 lbs. 10.99

Misses Sizes: * 10, 12, 14, 16, 18. State size.

◆AA 222-9227 D—Mail. wt. 1.30 lbs. 10.99

B WHITE ICING on our navy blue double-breasted look. In rayon with the look of linen. White collar. Button trim, buckle belt, and top stitching. Two pockets. Long zipper at back. Hem: 2 in. or more. Dry clean.

Junior Sizes: 7, 9, 11, 13, 15. State size.

A 222-9268 B—Mail. wt. 1.90 lbs. 9.99

Average Misses: * 10, 12, 14, 16, 18. State size.

A 222-9276 B—Mail. wt. 1.90 lbs. 9.99

Tall Misses: 12, 14, 16, 18, 20. State size.

◆AA 222-9284 B—Mail. wt. 1.90 lbs. 10.99

See How-To-Measure on pages 482, 483.

C SCHIFFLI EMBROIDERY lends a lovely peasant feeling to our feminine white shift. Fashioned in rayon with the look of linen. Slight gathers under yoke. Deep sleeve cuffs. Long nylon zipper at back. Hem: 2 in. or more. Dry clean.

Juniors: 7, 9, 11, 13, 15. State size.

A 222-8138 B—Mail. wt. 1.90 lbs. 10.99

Average Misses: * 10, 12, 14, 16, 18. State size.

A 222-8161 B—Mail. wt. 1.90 lbs. 10.99

Tall Misses: 12, 14, 16, 18, 20. State size.

◆AA 222-9250 B—Mail. wt. 1.90 lbs. 11.99

*Average Misses proportionately longer than Junior Size pictured.

◆See page 496 for explanation.

ACCESSORIES:

Mini-handbag sold on facing page.

Wristwatch sold on page 94.

Hat sold on page 15.

CHARGE IT —SEE PAGE 503



53 Brown-White



Penneys puts a little swing in your wardrobe

Junior and Misses Sizes

A ORANGE AND BROWN COMBINE for a 2-pc. look. Dress in rayon with the look of linen. Orange bodice with front button closing. Brown for the notched collar, soft belt, and panelled swing skirt. Dry clean. State size below.

Juniors: 7, 9, 11, 13, 15.
A 222-9334 B—Wt. 1.12 lbs. 10.99

Misses: * 10, 12, 14, 16, 18.
A 222-9342 B—Wt. 1.12 lbs. 10.99

B TWO-PIECE PRINT in Avril® rayon-and-cotton. Jacket designed with front-button closing and tab trim. Skirt flare created with panels. Perfect fit because waist is elasticized. Machine wash. In navy blue/white print. State size below.

Juniors: 7, 9, 11, 13, 15.
A 222-9292 B—Wt. 1.20 lbs. 7.99

Misses: * 10, 12, 14, 16, 18.
A 222-9300 B—Wt. 1.20 lbs. 7.99

C FLORAL PRINT in predominantly yellow acetate jersey knit. Styled with scoop neckline puffed elasticized sleeves, and figure-flattering seaming. Skirt flaunts a full feminine swing. Long nylon zipper at back. Dry clean. State size below.

Juniors: 7, 9, 11, 13, 15.
A 222-9318 B—Wt. 1.50 lbs. 8.99

Misses: * 10, 12, 14, 16, 18.
A 222-9326 B—Wt. 1.50 lbs. 8.99

*Misses proportionately longer than Junior Size pictured.
See How-To-Measure on pages 482, 483.

Choker (Fig. C) sold on page 31.



IT'S
YOU



Perk up for spring . . .
you'll bloom in green

Junior and Misses Sizes

A SWINGING SKIRT on our tri-tone 1-pc. style. In very drapable polyester-and-rayon crepe. Beautifully seamed, front-buttoned bodice in light green. Swing skirt in medium green. Bodice and skirt are divided by tab-and-fringe-trimmed bright yellow band. Dry clean. State size below.

Juniors: 7, 9, 11, 13, 15.
A 222-9375 B—Wt. 1.60 lbs.10.99
Misses:* 10, 12, 14, 16, 18.
A 222-9383 B—Wt. 1.60 lbs.10.99

B SIDE-SLANT POCKETS in white adorn green shift. In Fortrel® polyester-and-cotton. Button trim at shoulder. Contrast stitching. Long zipper at back. Hem: 2 in. or more. Machine washable. State size below when ordering.

Juniors: 7, 9, 11, 13, 15.
A 222-7817 B—Wt. 1.30 lbs.12.99
Avg. Misses:* 10, 12, 14, 16, 18.
A 222-7791 B—Wt. 1.30 lbs.12.99
Tall Misses: 12, 14, 16, 18, 20.
A 222-7809 B—Wt. 1.30 lbs.13.99

C DAINTY SMOCKING adorns our polyester-and-rayon crepe print. Rounded collar. Long cuffed sleeves. Fitted waistline with front tie sash. Long zipper at back. Hem: 2 in. or more. Machine washable. Multicolor print in shades of green and orange. State size below when ordering.

Juniors: 7, 9, 11, 13, 15.
A 222-9359 B—Wt. 1.30 lbs.10.99
Misses:* 10, 12, 14, 16, 18.
A 222-9367 B—Wt. 1.30 lbs.10.99

*Misses proportionately longer than Junior Size pictured.

Where to find the accessories: Handbag sold on page 144;
Shoes sold on page 9; falls and wigs sold on pages 182, 183.

CHARGE IT
—SEE PAGE 503

Penneys 21

IT'S
YOU

charming ways
to collect
compliments

Junior and
Misses Sizes



A FULL SHEER SLEEVES of soft nylon grace A-line dress of acetate-and-rayon crepe. Bonded to acetate tricot for shape retention. Sleeves and high collar with gleaming "nailhead" trim. Back nylon zipper. Hem: 2 in. or more. Dry clean. Colors: 12 peach; 24 mint. State color number-and-name when ordering.

Junior Sizes: 7, 9, 11, 13, 15. State size.

♦AA 226-3333 D—Mail. wt. 1.20 lbs. 20.00

Misses Sizes:* 10, 12, 14, 16, 18. State size.

♦AA 226-3325 D—Mail. wt. 1.20 lbs. 20.00

B DELICATE PLEATED RUFFLES enhance sheer nylon chiffon sleeves and bodice of A-line dress. Bodice is acetate taffeta lined. Skirt of acetate-nylon crepe. Bowed sash of lustrous acetate satin. Back zipper. Hem: 2 in. or more. Dry clean. Colors: 54 mortar/brown; 82 white/black. State color number-and-name.

Junior Sizes: 7, 9, 11, 13, 15. State size.

♦AA 226-3507 D—Mail. wt. 1.50 lbs. 16.00

Misses Sizes:* 10, 12, 14, 16, 18. State size.

♦AA 226-3499 D—Mail. wt. 1.50 lbs. 16.00

C DELICATE COTTON LACE TRIM accents V-neck, bodice, and waistline of graceful dress in polyester double knit. Full pleated skirt adds a special flair. Long nylon back zipper. Dry clean. Shoes sold on facing page.

Colors: 17 yellow; 07 coral. State color number-and-name.

Junior Sizes: 7, 9, 11, 13, 15. State size.

♦AA 226-3523 D—Mail. wt. 1.70 lbs. 24.00

Misses Sizes:* 10, 12, 14, 16, 18. State size.

♦AA 226-3515 D—Mail. wt. 1.70 lbs. 24.00



Junior and Misses Sizes

D A STUDY IN CONTRAST—our two-tone polyester double-knit dress with pants that match the skirt. Dress can be bought separately. Embroidery trim on stand-up collar and self sash belt. A-line silhouette. Hem: 2 in. or more. Straight-leg pants have elasticized waistband. Hand wash. Colors: 37 navy/white; 54 brown/white. State color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size.

◆ AA 226-3549 D—Mail. wt. 2.10 lbs.Set 29.00

Misses:* 10, 12, 14, 16, 18. State size.

◆ AA 226-3531 D—Mail. wt. 2.10 lbs.Set 29.00

Dress alone. See colors above.

Juniors: 7, 9, 11, 13, 15. State size.

◆ AA 226-3580 D—Mail. wt. 1.40 lbs.19.00

Misses:* 10, 12, 14, 16, 18. State size.

◆ AA 226-3572 D—Mail. wt. 1.40 lbs.19.00

E DRESS AND COAT for day or evening. Acetate-and-cotton ottoman-weave texture. Princess-seamed coat. Dress has cotton lace yoke. Nylon back zipper. Hems: 2 in. Dry clean. Colors: 33 blue; 01 pink. State color number-and-name when ordering.

Juniors: 7, 9, 11, 13, 15. State size.

◆ AA 226-1261 D—Mail. wt. 1.10 lbs.24.00

Misses:* 10, 12, 14, 16, 18. State size.

◆ AA 226-1253 D—Mail. wt. 1.10 lbs.24.00

*Misses Sizes proportionately longer than Junior Size pictured.

◆ See page 496 for explanation.

See How-To-Measure on pages 482, 483.

The elegant pump

F DIAGONAL STRAP DESIGN. Uppers fashioned of white rayon peau de soie—may be dyed to match any outfit. Gore adjustment at instep for snug fit. Composition outsoles and 2½-in. covered heels. B (medium) width.

Sizes: 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. State size.

A 602-0028 B—Mail. wt. 1.20 lbs.Pr. 10.94

Necklace and earrings sold on page 31.

Wigs sold on pages 182, 183.





24 Pennys

Brighten the - evening scene

Junior/Misses Sizes

A EVENING GLAMOR in a one-piece pants design. Fashioned in acetate-and-rayon crepe bonded to acetate tricot. Sheer billowy sleeves in rayon chiffon. Sparkling buttons and self loops for front closing. Long pointed collar. Wide self sash. Dry clean only. Charge it—see page 503.

Junior/Misses Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.

Colors: 78 white; 82 black. State color number-and-name.

♦AA 226-3358 D—Wt. 2 lbs.....29.00

B EMPIRE-STYLE DESIGN in white sheer nylon with dainty flocked pattern. Lined in pastel rayon (except sleeves). Bow-sash in acetate satin. A-line silhouette. Ruffle-trim at neckline. Deep-cuffed, button-trimmed sleeves. Long nylon zipper at back. Dry clean only. Charge it—see page 503.

Junior/Misses Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.

Colors: 39 lilac under white; 21 Nile green under white.

State color number-and-name.

♦AA 226-3341 D—Wt. 1.90 lbs.....32.00

C MIDI PANTS COSTUME for a great new evening look. Fashioned in acetate-and-rayon crepe bonded to acetate tricot. Midi-length cutaway tunic designed with self button trim, mock-stone-studded metallic belt. Long nylon zipper at back. Straight-leg pants have elasticized waist for ideal fit. Dry clean. Charge it—see page 503.

Junior/Misses Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.

Colors: 25 med. green; 84 gold. State color number-and-name.

♦AA 226-3366 D—Wt. 2 lbs.....32.00

D FEMININE FULLNESS for the sleeves and skirt of our sunny print evening design. Fashioned in polyester sheer. Lined in acetate taffeta (except sleeves). Sashed in deep green acetate satin. Square neckline. Self button trim. Long nylon zipper at back. Scarf included. Dry clean. Yellow print. Charge it—see page 503.

Junior/Misses Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.

♦AA 226-3390 B—Wt. 1.70 lbs.....29.00

E FASHIONABLE MIDI-LENGTH DRESS in soft rayon chiffon. Lined in acetate taffeta (except sleeves). Contrasting bowed belt in lustrous acetate satin. Stand-up collar. Wide bands of vertical tucking on bodice. Sparkle buttons at sleeve cuffs. Full gathered skirt. Long nylon zipper at back. Note the hem: a lovely 4 in. deep. Dry clean only. Charge it—see page 503.

Colors: 54 brown/pink; 82 black/white. State color number-and-name.

Junior Sizes: 7, 9, 11, 13, 15. State size.

♦AA 226-3374 D—Wt. 1.50 lbs.....23.00

Misses Sizes: 10, 12, 14, 16. State size.

♦AA 226-3382 D—Wt. 1.50 lbs.....23.00

Accessories:

Shoes sold on page 23.

Earrings sold on page 31.

Opaque panty hose sold on pages 254, 255.

Wigs and hairpieces sold on pages 182, 183.

See How-To-Measure on pages 482, 483.

♦See page 496 for explanation.

CHARGE IT —SEE PAGE 503



*IT'S
YOU*



The glowing bride

A RADIANTLY LOVELY on her unforgettable day in our exquisite full-length gown. Empire-style dress is fashioned of nylon sheer and acetate-and-nylon lace over acetate taffeta lining. Sheer bodice has delicate lace trim with stand-up collar. Soft, full skirt, enhanced with lace bands in front, falls gracefully from ribbon-accented raised waist. Billowy, sheer, bishop sleeves have beautifully detailed, pointed cuffs. Luxuriously full, detachable chapel train is edged in lace. Long zipper at back. Dry clean only. In white. Charge it—see page 503. State size below when ordering.

Junior/Misses: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16, 18, 20.
♦AA 226-3242 B—1.90 lbs...\$58.00

BRIDAL HEADPIECE of nylon sheer with loops and petals of cotton-and-nylon lace. Simulated pearl and crystal trim. Bouffant elbow-length nylon tulle veil. One size fits all. In white. Charge it—see page 503.

♦AA 226-3267 A—Wt. 1 lb...\$22.00

BRIDAL PETTICOAT slimly designed in acetate taffeta. Hemline edged with acetate-and-nylon lace. Back slit. Elasticized waist. Hand wash. In white. State size below. Waist sizes: S (22-33 in.), M (24-35 in.), L (26-37 in.). State S, M, L—not number size.

♦AA 226-2806 B—Wt. 1 lb...\$4.95

Her lovely attendants . . .

B A BEAUTIFUL COMPLEMENT—the matching bridesmaid and flower-girl dresses in rayon sheer lined in acetate taffeta. Simply designed with soft A-line silhouette. Rounded neckline scoops slightly lower in back. Softly fitted yoke forms empire-style waist, accented by multi-colored floral braid; braid repeated on sleeve cuffs. Rayon velvet ribbon streamers fall gently over long skirt, slightly gathered in back. Back zipper. Dry clean only. Charge it—see page 503. Colors: 17 yellow; 29 aqua. State color number-and-name.

Bridesmaid Style.
Junior/Misses: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.
♦AA 226-1071 D—1.70 lbs...\$31.00

Flower-Girl Style.
Sizes: 3, 4, 5, 6, 6X. State size.
♦AA 226-3275 D—1.40 lbs...\$25.00

PICTURE HAT of sheer nylon braid. Acetate satin ribbon band and streamers. One size fits all. Colors: 17 yellow; 29 aqua; 01 pink. State color number-and-name.
♦AA 226-3564 C—1.30 lbs...\$8.00

*Half Sizes proportionately longer than Misses Size shown.

See How-To-Measure on pages 482, 483.

Fig. [C]—Hat sold on page 51.

Fig. [E]—Shoes sold on page 23.

CHARGE IT
—SEE PAGE 503



Her elegant guests in soft silhouettes . . .

Misses and Half Sizes

C EASY GRACE AND CLASSIC SIMPLICITY—the tunic style elegantly expressed in rich-looking acetate-and-nylon lace. Tunic coat worn over easy sheath of rayon-and-silk—with the look of raw silk. A perfect costume for a most proper wedding guest. Wear dress alone or with coat. Simply cut, sleeveless dress has bateau neckline. Long nylon zipper at back. Hem: 2½ in. Dry clean. Charge it—see page 503. State size below.

Colors: 52 beige; 30 turquoise. State color number-and-name.

Misses Sizes: 12, 14, 16, 18, 20.
♦AA 226-3283 D—Wt. 1.40 lbs...\$23.00
Half Sizes: *14½, 16½, 18½, 20½, 22½.
♦AA 226-3291 D—Wt. 1.40 lbs...\$25.00

D ROMANTIC AND AIRY—our dress in wispy rayon chiffon with acetate taffeta lining. Wear for wedding or later for "after five" occasions. Softly draped bodice features cowl neckline, evoking a fluid grace. Full gathered skirt delicate and gently feminine. Nylon side zipper. Acetate satin contour belt accentuates waistline. Dry clean only.

Colors: 02 pink; 30 turquoise. State color number-and-name.
Misses Sizes: 10, 12, 14, 16, 18, 20. State size when ordering.
♦AA 226-3473 D—Wt. 1.40 lbs...\$19.00
Half Sizes: *14½, 16½, 18½, 20½, 22½. State size when ordering.
♦AA 226-3481 D—Wt. 1.40 lbs...\$20.00

E PLEATED FLOUNCE ACCENT enlivens the simple design of our Dacron® polyester double-knit crepe-stitch dress. After the wedding party is over—a very wearable costume for many occasions. V-neckline. Matching ornamental braid trimming. Long nylon back zipper. Hem: 2½ in. Dry clean. State size below.

Colors: 29 aqua; 01 pink. State color number-and-name.
Misses Sizes: 12, 14, 16, 18, 20.
♦AA 226-3309 D—Wt. 1.40 lbs...\$23.00
Half Sizes: *14½, 16½, 18½, 20½, 22½.
♦AA 226-3317 D—Wt. 1.40 lbs...\$24.00

♦See page 496 for explanation.